

JOHN C. MORLEY

La Cañada, CA 91011 • (818) 317-4458 • john@OriginalVision.com

<http://www.OriginalVision.com>

INSTRUCTIONAL DESIGNER

eLearning • Instructor-Led Training • Website Design • Project Management

A senior instructional designer with excellent writing and video skills, along with strengths in software, healthcare, and business processes.

Experience includes working within both the structured environments of Fortune 500 companies and taking initiative to start and manage start-up businesses, demonstrating a broad skill set and the versatility to get results despite shifting priorities and fast-paced environments.

As a past board member and current web manager for the Los Angeles chapter of ISPI (International Society for Performance Improvement), stays current with advances in instructional design, course development, and project management.

Areas of Expertise

- Instructional design
 - Curriculum development
 - Captivate and mobile eLearning
 - HTML 5
 - Dreamweaver
 - Adobe Graphics programs
 - Adobe Premiere
 - Project management
 - Live action video
 - Website design
 - Storyboarding
 - Train the trainer
-

PROFESSIONAL EXPERIENCE

TAP Series—Instructional Designer

April 2014—current

Developed online training on food allergies for kitchen and wait staff workers; to be incorporated into university courses and staff training conducted by restaurants and hotels, for nationwide use.

Kaiser Permanente—Senior eLearning Instructional Designer

April 2012—March 2014

Developed training to support the organization's Epic medical records system, which included developing Captivate and live action videos, instructor guides, job aids, and other reference material. Also developed and supported a range of Microsoft Word templates and project management documents.

The Mosaic Company—Senior Learning Consultant

August 2011—December 2011

Developed training for PG&E line workers, an introduction to opportunities on the smart grid, and a communications plan for the Energy Efficiency organization within Georgia Power Company.

Southern California Edison—Senior Instructional Designer

July 2009—June 2011

Developed training for Edison SmartConnect on both the wireless network and the meter data management system, including in-depth technical training and system procedures documentation.

Call Center International—Consultant

March 2009—June 2009

Developed a foundation for eLearning and provided a broad range of communications support, including website content development, business process documentation, and news releases.

Movie Magic Software—Instructional Designer

May 2008—November 2008

Developed eLearning tutorials on screenplay formatting and recorded video demonstrations of screenwriting software (Screenwriter v6) for use as a website-based quick tour demonstration and in instructor-led training. Also developed a quick reference job aid to help customers quickly understand and use the software.

Adelante Express—Instructional Designer

February 2007—June 2009

Developed and automated company business processes, Developed associated training, then delivered that material as instructor-led training, telephone support and Web-based self-paced study for this airport shuttle van business.

Southern California Edison—Website Designer and Manager **November 2006—February 2007**
Redesigned and maintained an intranet website supporting an overhaul of the statewide wholesale energy market and transmission grid. This included regular communication and interviews with IT team members and user groups.

Hyundai Motor America—Instructional Designer **April 2006—June 2006**
Designed a sales managers' workshop for nation-wide instructor-led training. This included developing a leader's guide, PowerPoint presentation, student exercises, and participant's guide.

Harris School Solutions—Instructional Designer **September 2005—November 2006**
Designed training and documented software for this maker of student information systems. The project was for Los Angeles Unified School District, similar to an ERP launch. Responsibilities included developing training curriculum for the system tailored to specific skill-set needs, designing a complete set of quick reference guides, and developing a customer newsletter.

ITT Technical Institute—Instructional Designer **July 2005—September 2005**
Hired as a subject matter expert for a distance learning course on professional presentations, then took on full responsibility for curriculum development, and shared responsibility for writing deliverables. This included developing an extensive online case study with solutions for multiple challenges faced by a fictitious company.

Southern California Edison—Writer **January 2005—March 2005**
Wrote a strategic-level approach to realigning business processes for this Fortune 500 company with the government market. This included initial development of communications and training plans, and required a firm grasp of formulating corporate strategies and planning their implementation.

Lexus Division of Toyota Motor Sales—Instructional Designer **October 2004—November 2004**
Revised instructor-led training and Developed instructor guides for brand training to support the international expansion of the Lexus brand.

Prior Relevant Experience

Earlier years included instructional design and communications work for companies ranging from utilities to computer systems makers, to most of the Asian car makers.

- **Southern California Edison**—Wrote proposals, newsletters, promotional material, and press kits.
 - **Hitachi Data Systems**—Designed training on enterprise-level data storage systems.
 - **Carlson Marketing Group**—Provided writing and creative direction on projects ranging from proposals, to direct mail, to Ride & Drive tours.
 - **Script Werx**—Developed and marketed software for writing screenplays and video scripts. Used by thousands of writers, including the writing staff of Saturday Night Live.
 - **Toyota Web Projects**—Developed communications for the launch of the Dealer Daily Business-to-business private network, initial design for the University of Toyota website, and corporate policies for domain names.
 - **Multacom**—Developed sales training and product documentation for this tier-one Internet company.
 - **Health Links**—Co-founder, taking full responsibility for website design, creative direction, and writing for this database-driven Web portal for healthcare professionals.
-

Books Published

- *Scriptwriting for High-Impact Videos*. Belmont CA: Wadsworth, 1992, 2008; author.
 - *The Emerging Digital Future*. Philadelphia: Boyd & Fraser, 1996; co-author.
-

Education

- Bachelors degree in broadcast journalism from University of Florida, Gainesville.
- Graduate teaching assistant in media arts, University of South Carolina, Columbia.
- Certifications earned: Captivate development, mobile learning solutions, Kaiser Permanente KP Learn instructor, Visual Basic programming, and Agile project management scrum master